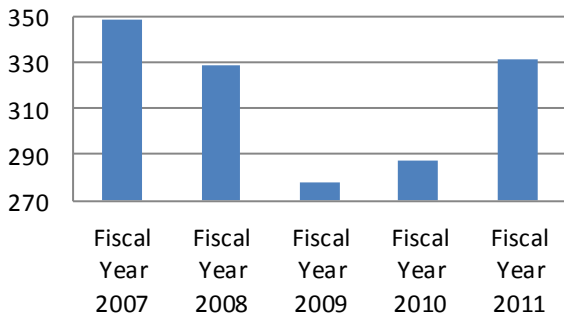


MoveToKingsport.com Celebrates Five Years!

Out-of-State Relocations to Kingsport, TN

www.MoveToKingsport.com



relocations (see chart above left).

Recent initiatives designed to make Kingsport a 'community of choice' for Northeast Tennessee are paying off as 2011 saw increased activity in that arena (see chart at right).

A recent analysis of newcomers to Kingsport by The Buxton Company revealed some interesting trends. Young and ethnically diverse professionals are moving to Kingsport at a rate of 5:1. Ten percent of all newcomers are upscale, college-educated Baby Boomer families and couples living in comfortable, single detached homes in city neighborhoods. At 23%, "steadfast conservatives" are the largest single demographic moving to Kingsport. When comparing newcomers to existing Kingsport residents:

Demographic

- 18% more likely to have two-adults in the household
- 35% more likely to have children 0-3
- 49% more likely to have children 4-6
- 35% more likely to have a head of household 35-44
- 25% more likely to have a head of household 45-54

Income

- 170% more likely to have an income \$150,000-\$174,999
- 93% more likely to have an income \$175,000-\$199,999
- 174% more likely to have an income \$200,000-\$249,999
- 48% more likely to have an income \$250,000+

Housing

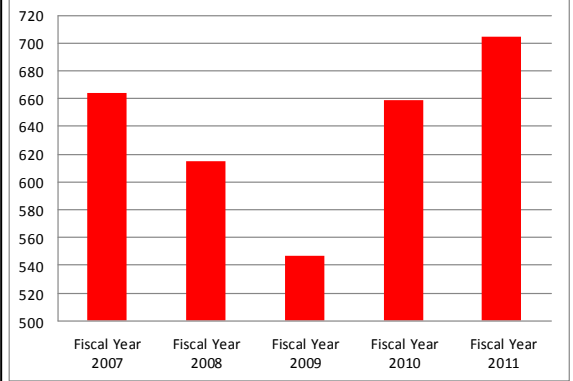
- 171% more likely to live in a home valued \$300,000-\$349,999
- 228% more likely to live in a home valued \$400,000-\$449,999
- 47% more likely to live in a home valued \$450,000-\$499,999

Many assume that all newcomers move into new construction. Maybe so in gated developments, but not so in a mid-sized metro area like Kingsport. As housing starts have declined nationally, they have also declined in Kingsport. But even when new housing was strong, the vast majority of newcomers to Kingsport move into existing structures. They find a variety of neighborhoods with tree-lined streets, sidewalks, or views of a golf course. They invest their time, energy and efforts into remodeling to suit their tastes, which keeps the local home improvement warehouses busy. Kingsport, Tennessee – come see what all the buzz is about!

Five years ago, the City of Kingsport and Kingsport Area Chamber of Commerce embarked on a bold new initiative to recruit newcomers. The targeted groups: those with higher education and higher incomes – either working or retired. The community's high quality of life and low cost of living, coupled with a strategic location near the center of the eastern U.S. combine to make Kingsport a desirable location for many demographic groups. From boomer retirees to young professionals, Kingsport is a diverse community with something for everyone. Attributes that Kingsporters may take for granted (award-winning schools, extensive parks/natural areas, miles of walking/biking trails, a moderate climate, affordable housing, low crime, low traffic, excellent city services, and an airport with service to six cities) are considered very desirable in attracting out-of-state

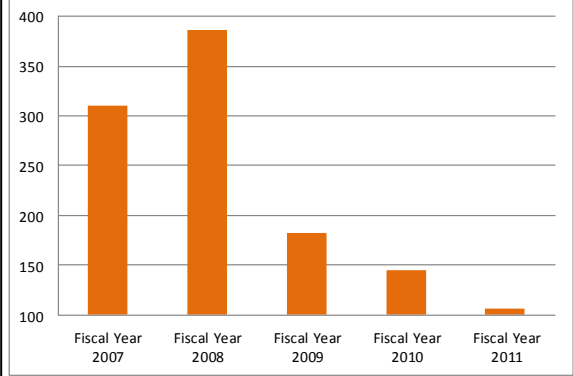
Moved to Kingsport from < 35 miles in NE TN

www.MoveToKingsport.com



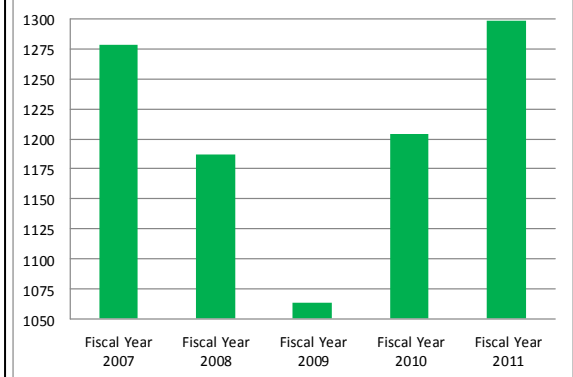
Moved into New Construction

www.MoveToKingsport.com



Moved Into Existing Structures

www.MoveToKingsport.com



FY2011 Annual Relocation Report

July 2010-June 2011

www.MoveToKingsport.com

During the 12 month period (July 2010-June 2011), there were 1,405 new families in Kingsport (and 1,578 existing Kingsport area residents moved to a new location within the Kingsport area.)

The net difference is +585 families (July 2006-June 2011)

The annual economic impact at \$25,000 per person = 585 families x 2.3 persons/family = **\$33,637,500**

Of these 1,405 new families:

- 106 were new construction (8%)
- 1,299 moved into existing structures (92%)
- 705 relocated from elsewhere in Northeast Tennessee (< 35 miles, excluding Kingsport zips)
- 107 relocated from elsewhere in Tennessee (> 35 miles)
- 130 relocated from Southwest Virginia (<35 miles of Kingsport)
- 27 relocated from elsewhere in Virginia (>35 miles)
- 69% chose to live inside the city limits of Kingsport
- 73% of new construction was inside city limits of Kingsport

Comparing this Fiscal Year-to-Date (July 2010-June 2011) with the average Fiscal Years-to-Date 2007-2010:

- New residential construction is down -58.6%
- Out-of-state relocations to Kingsport is up 6.6%

During the 12 month period (July 2010-June 2011), 487 families moved from out-of-state (42 states):

VIRGINIA	157
NORTH CAROLINA	51
FLORIDA	39
SOUTH CAROLINA	21
GEORGIA	18
TEXAS	18
OHIO	15
KENTUCKY	13
MICHIGAN	13
NEW YORK	12
ALABAMA	10
ARIZONA	10
MARYLAND	10
MISSISSIPPI	10

PENNSYLVANIA	8
CALIFORNIA	7
MINNESOTA	7
MISSOURI	7
ILLINOIS	5
WASHINGTON	5
COLORADO	4
LOUISIANA	4
WEST VIRGINIA	4
ALASKA	3
IDAHO	3
INDIANA	3
KANSAS	3
NEVADA	3

WISCONSIN	3
CONNECTICUT	2
DELAWARE	2
HAWAII	2
MAINE	2
MASSACHUSETTS	2
NEBRASKA	2
NEW JERSEY	2
UTAH	2
IOWA	1
NEW HAMPSHIRE	1
NEW MEXICO	1
OKLAHOMA	1
VERMONT	1

2,317 families moved to Kingsport from 48 states and the District of Columbia since the beginning of MoveToKingsport.com (July 2006-June 2011)

1	VIRGINIA	769
2	FLORIDA	268
3	NORTH CAROLINA	185
4	SOUTH CAROLINA	87
5	GEORGIA	86
6	KENTUCKY	85
7	TEXAS	75
8	OHIO	65
9	CALIFORNIA	60
10	NEW YORK	54
11	MICHIGAN	52
12	MARYLAND	51
13	PENNSYLVANIA	43
14	ALABAMA	36
15	ARIZONA	33
16	MISSISSIPPI	33
17	ILLINOIS	30
18	INDIANA	28
19	NEW JERSEY	27
20	WEST VIRGINIA	27
21	LOUISIANA	22
22	COLORADO	20
23	MASSACHUSETTS	15
24	MISSOURI	13
25	ARKANSAS	12
26	NEVADA	12

27	MINNESOTA	11
28	WASHINGTON	11
29	WISCONSIN	10
30	DELAWARE	9
31	KANSAS	9
32	ALASKA	8
33	CONNECTICUT	8
34	OKLAHOMA	7
35	OREGON	7
36	VERMONT	7
37	IOWA	6
38	NEW HAMPSHIRE	5
39	UTAH	5
40	IDAHO	4
41	NEBRASKA	4
42	NEW MEXICO	4
43	WYOMING	4
44	HAWAII	3
45	MAINE	3
46	DISTRICT OF COLUMBIA	1
47	NORTH DAKOTA	1
48	RHODE ISLAND	1
49	SOUTH DAKOTA	1

Of the 1,203 different places **moving to Kingsport since beginning of MoveToKingsport.com (July 2006-June 2011), these are the Top Ten:**

1	JOHNSON CITY / GRAY	TN	846
2	CHURCH HILL	TN	538
3	BLOUNTVILLE / BOONE LAKE	TN	446
4	MOUNT CARMEL	TN	247
5	JONESBOROUGH	TN	242
6	BRISTOL	TN	220
7	FALL BRANCH	TN	196
8	GATE CITY	VA	190
9	ROGERSVILLE	TN	129
10	KNOXVILLE	TN	112

Of the 955 different places **where Kingsporters moved since beginning of MoveToKingsport.com (July 2006-June 2011), these are the Top Ten:**

1	JOHNSON CITY / GRAY	TN	780
2	BLOUNTVILLE / BOONE LAKE	TN	567
3	CHURCH HILL	TN	462
4	FALL BRANCH	TN	322
5	MOUNT CARMEL	TN	244
6	JONESBOROUGH	TN	242
7	BRISTOL	TN	143
8	GATE CITY	VA	138
9	KNOXVILLE	TN	129
10	ROGERSVILLE	TN	74

Of the 1,203 different places **moving to Kingsport** since the beginning of MoveToKingsport.com (July 2006-June 2011), these are the **top places by net difference**:

			INSTALL	CUTOUT	DIFF
1	BRISTOL	TN	220	143	77
2	CHURCH HILL	TN	538	462	76
3	JOHNSON CITY / GRAY	TN	846	780	66
4	ROGERSVILLE	TN	129	74	55
5	GATE CITY	VA	190	138	52
6	PENNINGTON GAP	VA	39	8	31
7	ELIZABETHTON	TN	76	47	29
8	PINEY FLATS	TN	82	61	21
8	BLUFF CITY	TN	58	37	21
9	DUFFIELD	VA	45	28	17
10	GREENEVILLE	TN	72	56	16
11	UNICOI	TN	18	3	15
12	BIG STONE GAP	VA	33	19	14
13	WISE	VA	26	13	13
14	WEBER CITY	VA	43	31	12
14	MORRISTOWN	TN	38	26	12
14	JACKSONVILLE	FL	16	4	12
15	BRISTOL	VA	70	59	11
15	MADISON	NJ	11	0	11
16	HILTONS	VA	25	16	9
17	FORT BLACKMORE	VA	12	4	8
17	CHESAPEAKE	VA	9	1	8
17	CLINTWOOD	VA	9	1	8
17	LEBANON	VA	9	1	8
17	DELAND	FL	8	0	8
17	PIKEVILLE	KY	8	0	8
18	CLARKSVILLE	TN	12	5	7
18	CASTLEWOOD	VA	11	4	7
18	KODAK	TN	9	2	7
18	SAN ANTONIO	TX	8	1	7
19	ORLANDO	FL	9	3	6
19	CLEVELAND	TN	9	3	6
19	WINTER HAVEN	FL	6	0	6
20	ERWIN	TN	29	24	5
20	POMPANO BEACH	FL	7	2	5
20	FLAG POND	TN	6	1	5
20	NEWPORT	TN	6	1	5
20	AUSTIN	TX	6	1	5

Of the 955 different places **where Kingsporters moved** since the beginning of MoveToKingsport.com (July 2006-June 2011) **top places by net difference**:

			INSTALL	CUTOUT	DIFF
1	FALL BRANCH	TN	196	322	-126
2	BLOUNTVILLE / BOONE LAKE	TN	446	567	-121
3	DRYDEN	VA	11	46	-35
4	KNOXVILLE	TN	112	129	-17
5	RALEIGH	NC	3	17	-14
5	JAMESTOWN	NY	0	14	-14
6	SURGOINSVILLE	TN	55	66	-11
7	NASHVILLE	TN	15	23	-8
8	MOUNTAIN CITY	TN	6	13	-7
8	BRADENTON	FL	4	11	-7
8	SPARTANBURG	SC	1	8	-7
8	HENDERSONVILLE	TN	1	8	-7
8	LA QUINTA	CA	0	7	-7
9	HERMITAGE	TN	2	8	-6
9	ROCKLEDGE	FL	1	7	-6
9	CARY	NC	0	6	-6
10	WHITE PINE	TN	2	7	-5
10	SAINT LOUIS	MO	1	6	-5
10	GASTONIA	NC	1	6	-5
10	PATTERSON	CA	0	5	-5
10	MELBOURNE	FL	0	5	-5
10	PLANT CITY	FL	0	5	-5
10	HOT SPRINGS	NC	0	5	-5
10	BECKLEY	WV	0	5	-5
10	DUBOIS	WY	0	5	-5
11	CHATTANOOGA	TN	38	42	-4
11	ABINGDON	VA	20	24	-4
11	RICHMOND	VA	7	11	-4
11	MYRTLE BEACH	SC	1	5	-4
11	GORDO	AL	0	4	-4
11	BOWLING GREEN	FL	0	4	-4
11	LEESBURG	FL	0	4	-4
11	ROCKFORD	IL	0	4	-4
11	EAST WAREHAM	MA	0	4	-4
11	PORTAGE	MI	0	4	-4
11	EASLEY	SC	0	4	-4
12	ATHENS	TN	0	4	-4
12	FRIENDSVILLE	TN	0	4	-4

For more information contact:

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**This data indicates the origin of families relocating to Kingsport. It is not intended to imply a net gain to the existing Census Bureau population estimates.*